

April 27, 2012

To: Executive Board

Subject: **Amendment to Pulsar Advertising (Contract 07- 019)**

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### **Recommendation**

Pending approval of the proposed Silver Streak and Silver Line cooperative program, approve an amendment to the Pulsar Advertising general marketing Contract (No. 07-019) in the amount of \$40,000, for development and implementation of a marketing campaign.

### **Analysis**

Currently Foothill Transit Contract No. 07-019 for general marketing services with Pulsar Advertising ends June 30, 2012. The remaining two months of the contract (May and June) have been allocated to include Phase II elements of the Foothill Connections campaign, routine Facebook page maintenance and program marketing support, including a Gas Hike print and online media campaign.

If the proposed Foothill Transit Silver Streak and Metro Silver Line cooperative demonstration project is approved by the Executive Board, a marketing and communications campaign to inform riders of the details of the project (dubbed *Silver 2 Silver*) will publicize the benefits and promote ridership. This campaign is outside of the current scope of work for the Pulsar contract.

In addition to these elements, the media campaign will include direct mail, electronic blasts, interior bus card printing, take-one brochures, and online media buys. The estimated cost for these items is approximately \$25,000.

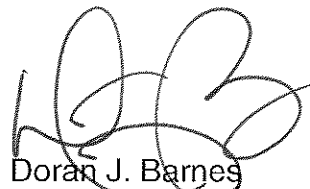
### **Budget Impact**

If approved, the total budget impact is projected at \$65,000. Although this marketing component was unanticipated, there are funds available in Foothill Transit's FY 2012 Business Plan. Metro has agreed to reimburse Foothill Transit for half of the total amount spent to fund the Silver 2 Silver marketing plan.

Sincerely,



Linda T. Somilleda  
Director of Marketing and Communications



Doran J. Barnes  
Executive Director